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## HUGO BOSS AG SWOT & PESTLE ANALYSIS

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**Company Name :** Hugo Boss AG

**Company Sector :** Fashion & Lifestyle

**Operating Geography :** Germany, Europe, Global

**About the Company :**

Hugo Boss AG, popularly known as BOSS, is a German company established in 1924. It is headquartered in Metzingen, Germany. It produces fashion apparels & accessories for men and women. Its product portfolio includes latest clothes from eveningwear to sportswear, shoes, fragrances, eyewear, watches, children's fashion, home textiles and writing instruments. Hugo and Boss are its core brands which offer premium and upper premium range respectively. It has 56 consolidated companies for local business. Hugo Boss's products are sold in 128 countries through 451 freestanding retail stores. The share price of the company in 2021 closed at EUR 53.50, which represents an increase of 96%. There are more than 14,000 employees working for Hugo Boss as of 2022. Hugo boss announced its strategic roadmap (valid till 2025) named, 'CLAIM 5" - which is the base of the new era.

Hugo Boss's USP or unique selling proposition lies in it being one of the leading companies in the premium segment of the global apparel market. The vision of Hugo Boss is "Become the leading premium tech-driven fashion platform worldwide", and the mission is "We love Fashion, We change Fashion"

**Revenue :**

EUR 2.786 Billion - FY ending 31st Dec, 2021

EUR 1.945 Billion - FY ending 31st Dec, 2020

## SWOT Analysis :

The SWOT Analysis for Hugo Boss AG is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ul style="list-style-type: none"> <li>1.Strong Financial Performance</li> <li>2.Strong Brand image with core brands Hugo &amp; Boss</li> <li>3.Swift changes to maintain exclusivity of its premium products</li> <li>4.Strong footing In Asia-Pacific markets</li> <li>5. Solid strategic Fields of Action for long term success</li> </ul> | <ul style="list-style-type: none"> <li>1. Highly competitive environments affect the business</li> </ul>  |
| Opportunities   | Threats   |
| <ul style="list-style-type: none"> <li>1.Growth Potential in casual wear and athleisure</li> <li>2.Growth opportunities in Emerging Economies</li> </ul>  | <ul style="list-style-type: none"> <li>1.Adverse impact of Environmental Changes</li> <li>2.Threats due to operational failure</li> <li>3. Competitive risks</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Hugo Boss AG is given below:

| Political   | Economical   |
|---|--|
| 1.Impact of Brexit on sales<br>2.Political Uncertainties Worldwide  | 1.Impact of Interest Rate<br>2.Implication of Covid - 19 on Hugo Boss  |
| Social  | Technological  |
| 1.Fulfilment of Corporate Social Responsibility<br>2.Increase in spending in Premium menswear<br>3.Using sustainability as an important part of business activities | 1.Digitalization of business<br>2.iOS App and Web Portal for better consumer reach<br>3.Use of 3D technology for designing |
| Legal   | Environmental  |
| 1.Strict compliance with Government laws  | 1.Sustainable Practices<br>2.Animal Welfare and Protection   |

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